INFORMATION LETTER

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Canned Foods Birthday Gets Coverage in House Organs

House organs of canning firms and suppliers have been featuring the 1960 sesquicentennial of the birth of canning and the tin can in recent issues.

Circulation of this type of publication gets into hundreds of thousands and reaches families representing vast numbers of canned foods consumers. The house organ was therefore a special channel for releases dealing with the significant contributions of canned foods and the canning industry in the joint publicity planning by the N.C.A. Information Division, the Can Manufacturers Institute, and Dudley-Anderson-Yutzy, the public relations firm that deals with the Consumer and Trade Relations Program and also is acting for C.M.I. on their tin can anniversary campaign. A special illustrated feature was prepared for distribution by Central Feature News, which specializes in copy for house organ editors, early in the program. This was widely used along with the official historical chronology, the history chapter of *The Canning Industry*, the kit of "Red Letter Days," and other miscellaneous releases.

Following is a listing of house organ and other usage of sesquicentennial publicity, with circulation figures given when known:

November, 1959—"Canned Foods Merchandiser Digest," Continental Can Company; "The Gentry Serenader," The Gentry Company.

January, 1960—"The Cannin' Bawl" (500), The Illinois Canning Company; "Can Notes" (27,000), each employee publication (85,000) and four-color advertisements in 40 trade publications (300,000), American Can Company.

February, 1960—"The 57 News" (10,600), H. J. Heinz Company; "Canning Crops Outlook" (3,500), Michigan Fruit Canners, Inc.; "The Plee-Zing Answer" (11,474), Plee-Zing, Incorporated; "Employees Bulletin" (back cover each 1960 issue—36,000 per issue) plus four-color advertisements in *Saturday Evening Post*, *Time*, *U.S. News*, and *Business Week* (10,698,819 total), Weirton Steel Company.

March, 1960—"The Scanner," Libby, McNeill & Libby; "Corn," Corn Industries Research Foundation; "White Caps," The White Cap Company.

May, 1960—"The Del Monte Shield" (9,425), California Packing Corporation; "The Gerber News," Gerber Products Company; "Can Talk," (special edition), The Heekin Can Company.

June, 1960—"Bethlehem Review" and full-page advertisement in *New York Times* Sunday Supplement (1,300,000), Bethlehem Steel Corporation; "Westward," Kaiser Steel Company plus "Maverick" TV commercials (24,000,000).

FDA Asks Congress To Enlarge Its Factory Inspection Authority

The Secretary of Health, Education, and Welfare has forwarded to Congress a proposed bill that would drastically enlarge the authority of FDA inspectors under the factory inspection provision of the Federal Food, Drug, and Cosmetic Act.

The proposal, introduced on July 2 by Senator Hill (Ala.) as S.3815, and by Representative Harris (Ark.) as H.R. 12949, is primarily concerned with FDA control over new drugs, and is an attempt to deal with drug manufacture problems raised at a recent hearing of the Kefauver Senate Antitrust Subcommittee. Included within the bill, however, is an amendment to Section 704, which presently authorizes factory inspection for food, drug, and cosmetic plants and warehouses.

Under Section 704 as amended in 1953, FDA inspectors are authorized to inspect food, drug, and cosmetic plants and warehouses "and all pertinent equipment, finished and unfinished materials, containers, and labeling therein." The FDA has acknowledged that this authority does not extend to formula, quality control, laboratory, complaint or personnel files, or other company records. The factory inspection section was analyzed in some detail in the INFORMATION LETTER of Oct. 10, 1953, shortly after it was amended by Congress.

The Flemming proposal would broaden FDA inspection authority to cover "all records, files, papers, processes, controls, facilities, and things therein bearing on whether articles which are adulterated or misbranded within the meaning of this Act, or which may not be manufactured, introduced into interstate commerce, or sold or offered for sale by reason of any provision of this Act, have been or are being manufactured, processed, packed, transported, or held in any" factory or warehouse.

Senator Kefauver (Tenn.) had previously introduced a bill, S.3677, to remedy some of the problems involving new drugs that had come to light at his Subcommittee hearings, but his bill would not affect food companies, since its factory inspection provisions are limited to drug manufacturers. Secretary Flemming, in proposing his own bill, criticized the Kefauver bill as deficient and imperfect.

There is some doubt whether Congress will have time to give these proposals full consideration in August when it returns to Washington, but it is anticipated that similar proposals will be introduced in the early days of the 87th Congress which convenes in January.

USDA Pesticide Research

The Agricultural Research Service of USDA has a well organized program of research on pesticides, involving the states as well as USDA facilities, for the current fiscal year.

To accomplish its program the USDA requested new appropriations for this year exceeding last year's funds by $1.5 million. The House agreed to grant only $250,000, but the Senate voted the full amount, and $750,000 additional was agreed to in the conference report on the USDA appropriations bill.

The supplemental appropriations bill carried an additional $1.5 million,

the full amount of the increase over last year.

ARS officials testified at appropriations hearings that the goals of the new program were to include finding new, "safer" pesticides, developing attractants, developing data on metabolites of pesticides, determining toxicity and safe amounts, conducting animal feeding tests, developing chemicals less harmful to pollinating insects and natural enemies of pests, developing chemicals which will regulate insect growth, investigating use of systemic insecticides, determining pesticide accumulations on plants and in soil, developing new methods of application, and expanding palatability testing of foods exposed to pesticides.

The ARS has allocated substantial portions of its 1961 appropriations to pesticide research on fruits and vegetables.

Apricots for School Lunch

USDA announced July 1 offers to buy canned apricots of the 1960 pack for the National School Lunch Program. Purchases will be made with funds appropriated under the National School Lunch Act, and will depend upon quantities and prices offered.

Offers will be considered only on No. 10 cans. Invitations to offer canned apricots, unpeeled halves, for school lunch use, including detailed specifications, were mailed by USDA to canners of apricots.

Offers must be received by the Fruit and Vegetable Division, Agricultural Marketing Service, USDA, Washington 25, D. C., by 9 a.m. EDT July 12, for acceptance by July 15. Delivery will be required during the period August 22 through September 24.

N.C.A. Files New Petition for Standard for Fruit Nectars

The N.C.A. on June 30 filed with the FDA a new petition proposing the establishment of definition and standard of identity for canned fruit nectars.

The proposal covers the following fruit ingredients, either singly or in combination; apricot, blackberry, boysenberry, guava, loganberry, mango, nectarine, passion fruit, papaya, peach, pear, and plum. Also, apple, cherry and pineapple would be permitted in combination with one or more of the other ingredients.

MSSA Requirements for Fruit Cocktail, Pears

Tentative requirements for canned fruit cocktail and canned pears from the 1960 crop to meet the needs of the armed services have been announced by the Military Subsistence Supply Agency. Procurement will be made by Headquarters, Oakland Region, 2155 Webster St., Alameda, Calif.

Item	Grade	Can Size	Quantity (pounds)	Quantity (cases)
Fruit cocktail	A or B	No. 10	8,180,500	202,000
		No. 2½	5,206,000	115,700
Pears (Type I, Style I)	A or B	No. 10	6,918,000	174,038
		No. 2½	5,839,000	134,193

Burns-Alton Corporation

The name of the Alton Canning Company, Inc., Alton, N. Y., has been changed to Burns-Alton Corporation. The Burns family has been in business in Alton for 75 years, in the food business for 60 years, and in canning and freezing 32 years.

Edward E. Burns, 1958 President of the N.C.A., continues as president and treasurer of the firm.

Raw Products Research

This is the first of a series of reports designed to acquaint industry more fully with the activities of the Raw Products Research Committee (R.P.R.C.) of N.C.A. Appointed by the Chairman of the Raw Products Committee, this advisory committee, composed of technically-trained industry representatives, carries on a number of active projects with guidance and participation of the N.C.A. Raw Products Research Bureau. Work on the various projects is conducted by five- to seven-man committees composed of men well acquainted with the particular field of activity. Area representation, interest and experience are the bases for appointment to the special project committees.

Vegetable Projects Steering Committee of the R.P.R.C.

Industry representatives serving on this committee in 1960 are Carl G. Smith, Gerber Products Company, Chairman; Charles E. Geise, California Packing Corporation; L. A. Polzak, The Larsen Company; Max D. Reeder, H. J. Heinz Company; Ralph H. Whitmer, Green Giant Company; S. G. Younkin, Campbell Soup Company; and O. C. Zoebisch, Libby McNeill & Libby. This committee is an outgrowth of a subcommittee created in 1956 when members of what was then the Raw Products Technical Advisory Committee realized that a number of problems affecting the vegetable canning industry should receive attention but were not sufficiently important to justify the appointment of separate subcommittees for that purpose. It soon became the senior committee bearing on vegetable research, with all other activities in the vegetable field under its general guidance. Chairmen of the special subcommittees and senior members of the Raw Products Research Committee were selected to serve and plan over-all vegetable projects.

Since its appointment the Vegetable Projects Steering Committee has fostered a number of research conferences on canning vegetable crops. Among them have been conferences on carrots, peas, snap beans, and tomatoes. From initial meetings held primarily as the result of committee encouragement and support, informal organizations have developed and periodic meetings to discuss problems and present research findings on these various commodities have been held. Meetings of the Pea Improvement Association and Bean Improvement Cooperative were held in Milwaukee last November, and a meeting of the Tomato Breeders Round Table was held last March in Cleveland.

In its function as a steering committee it will continue to oversee activities of the various special subcommittees on vegetable research and evaluate the importance of vegetable problems brought to its attention as regards the need for committee action. The committee has championed the need for additional funds in the USDA for research on vegetable problems and will make every effort in the future to gain a more equitable share of funds appropriated for research in ARS for research relating to vegetable production.

Wholesale Distributor Stocks of Canned Foods on June 1

(Bureau of the Census, U. S. Department of Commerce)

	June 1 1959	April 1 1960	June 1 1960
	(thousands of actual cases)		
Vegetables:			
Beans, green and wax	2,839	3,049	2,714
Corn	3,706	4,372	3,592
Peas	3,568	3,748	3,164
Sauerkraut	625	724	587
Fruits:			
Apples	431	427	391
Applesauce	1,362	1,303	1,248
Apricots	302	640	540
Cherries, RSP	348	461	395
Cherries, sweet	201	n.a.	192
Fruit cocktail	1,396	1,660	1,841
Grapefruit segments	412	447	379
Peaches	2,858	3,338	3,043
Pears	1,157	1,254	1,357
Pineapple	1,960	1,895	1,960
Plums	248	n.a.	267
Juices:			
Citrus blends	491	492	429
Grapefruit	973	952	862
Orange	1,117	1,202	1,085
Pineapple	1,427	952	1,048
Fish:			
Maine sardines	197	252	197

n.a.—not available.

USDA Poultry Inspection Procedures after July 1

USDA has issued letters to all processing plants preparing food products containing poultry meat, setting forth interim procedures to be followed after July 1 by plants which had been issued exemption certificates under the Poultry Products Inspection Act.

The action was necessary because the Department's request for authority to continue to exempt such plants from complete inspection after June 30 was not enacted.

Under the newly announced procedures:

(1) All exemptions previously issued to food processing plants terminate as of June 30, 1960, in accordance with the Poultry Products Inspection Act, and after that date reference to exemption should be obliterated from the labeling. As of July 1 it will be required that the plant number now assigned to plants be placed on the shipping container. This procedure is necessary for identification purposes.

(2) All requirements with respect to plant approval, operating procedures, labeling, and the use of officially inspected poultry will continue in effect and the plant will be subject to periodic checks by the inspection staff.

(3) Any food processor desiring a complete type of inspection can obtain such inspection under the Agricultural Marketing Act of 1946 on a fee basis, and such inspection will be carried out in accordance with regulations promulated under the Act. If such service is now being provided, it will be continued unless the plant requests USDA to terminate it.

USDA pointed out that this action has been taken as a temporary measure in order to avoid any serious disruption in operating and merchandising procedures.

Inquiries regarding the poultry inspection program should be directed to the Poultry Division, Agricultural Marketing Service, USDA, Washington 25, D. C.

Hearings on Migratory Labor

The Senate Subcommittee on Migratory Labor began three days of public hearings and field trips in California this week.

Starting with a hearing on July 8 at Fresno, the Subcommittee planned to spend the following day touring that area "to talk with growers and workers and view farming operations and housing, school and health facilities." On July 11, a hearing will be conducted in the state capitol at Sacramento.

Farm and labor officials of state and local governments were invited to testify at the hearings, in addition to representatives of grower, worker, church, and private organizations.

Bills are pending before the Subcommittee which would bring migrant farm workers under minimum wage coverage and extend child labor restrictions to migrant children. On June 24, the Subcommittee approved a bill to require federal licensing of crew leaders, and the measure is now pending before the full Senate Committee on Labor and Public Welfare.

In addition to discussing these measures, the Subcommittee planned to hear testimony on bills that have been introduced by its chairman, Senator Harrison A. Williams, Jr.. (N. J.) which would provide federal assistance to improve migrant housing and increase educational opportunities for migratory farm workers and their children. The school bills were approved on June 24 by the Senate Subcommittee on Education and are awaiting action by the Senate Committee on Labor and Public Welfare.

Industry Views Submitted to Political Conventions

The canning industry's positions on certain matters of national policy have been transmitted to the chairmen of both the Democratic and Republican national committees, with a request that these viewpoints be considered in the development of their respective convention platforms.

In identical letters to Paul Butler and Thruston Morton, N.C.A. Secretary Carlos Campbell stated in part:

"The canning industry believes that continuation of our competitive free enterprise economy offers the best possible assurance to American consumers that they will continue to receive safe, high-quality canned foods at reasonable prices. This industry reaffirms its opposition to state and local regulations which prohibit the free flow of products recognized as safe by federal law through standards that reflect only local preferences, regulations that require unique labeling, or statutes that otherwise create unwarranted interstate trade barriers to the detriment of growers, fishermen, canners, and consumers of canned foods.

"The canning industry favors the fullest degree of free enterprise and individual initiative in the production and processing of perishable agricultural and fishery commodities and is unalterably opposed to mandatory federal marketing or production controls over the raw products that become canned foods, or over the processed article. This opposition to mandatory federal control schemes is expressed out of a sincere interest in the welfare of the producers, consumers, farm and cannery workers, related suppliers, and processors.

"The canning industry favors the retention of the seasonal exemptions in the Fair Labor Standards Act. These exemptions are not in conflict with the basic penalty overtime provisions of the law, which are designed to spread employment, because of the highly seasonal and perishable nature of the products it processes and the typically rural and small town location of its facilities. The flow of raw agricultural or fishery products to the cannery is dictated, to a large extent, by the unpredictable forces of nature, and the average season is normally of short duration. Raw agricultural and fishery products must be processed quickly, while they are at their peak maturity, to insure a high-quality, nutritious product.

"For more than 50 years the National Canners Association has worked

in close cooperation with the Food and Drug Administration to assure the consumers of the United States that they will receive wholesome, informatively-labeled, and high quality canned foods. This Association subscribes to an established policy of full cooperation with the agencies responsible for administration and enforcement of the Federal Food, Drug, and Cosmetic Act."

R. B. Heiney, Assistant to the Secretary of the N.C.A., will attend the Democratic and Republican national conventions this month as an observer. He will also visit members of the canning industry in California and the Midwest.

Status of Legislation

On July 3, the second session of the 86th Congress was adjourned until August to permit participation by its members in the national political conventions. The Senate will reconvene on Monday, August 8, and the House on Monday, August 15. During this interim adjournment all legislation will remain in its current status. Following is the status of legislation of particular concern to the canning industry:

Antitrust enforcement—S. 11 and H. R. 11, to strengthen the Robinson-Patman Act with respect to alleged price discrimination, are pending before the Senate and House Judiciary Committees, respectively. (N. C. A. has registered its opposition.) S. 716, to authorize the Justice Department to compel the production of documents in civil antitrust cases, was passed by the Senate last year and is pending before the House Antitrust Subcommittee.

Cease-and-desist orders—H.R. 8841, to amend the Federal Trade Commission Act to provide for the issuance of temporary cease-and-desist orders to prevent certain acts and practices awaiting the outcome of FTC proceedings, is pending before the House Interstate and Foreign Commerce Committee.

Color additives—S. 2197, to amend the Federal Food, Drug, and Cosmetic Act with respect to the use of color additives, was passed by the Senate last year, with amendments, and by the House, with amendments, on June 25. The Senate accepted the House amendments on June 30, and cleared the bill for the President.

Co-op bargaining—H.R. 1793, to authorize cooperative associations of producers to bargain with purchasers singly or in groups, is pending before the House Judiciary Committee.

Co-op marketing—S. 2014, to authorize associations of agricultural producers to own and operate marketing facilities, is pending before the Senate Agriculture Committee.

Farm labor—H.R. 12759 (Sisk), to extend the Mexican farm labor program for two years, was passed by the House on June 29 and referred to the Senate Agriculture Committee on June 30.

FDA factory inspection—S. 3815 (Hill), to enlarge the factory inspection authority of the FDA, was introduced July 2 and referred to the Senate Committee on Labor and Public Welfare. H.R. 12949 (Harris), an identical bill, was referred to House Committee on Interstate and Foreign Commerce (see story, page 211).

Federal preemption—H.R. 3, to establish rules of interpretation concerning the effect of an Act of Congress on state laws, was passed by the House last year and is pending before the Senate Internal Security Subcommittee which conducted hearings last year on a similar bill, S. 3. (N.C.A. has requested that federal food regulatory laws be excluded from the scope of these bills.)

Marketing orders—The following bills are pending in the House and Senate agriculture committees: H.R. 1070 (Ullman), field and seed crops; H.R. 9693 (May), fruits; H.R. 10555 (Horan), fruits; S. 3207 (Williams of Del.), block voting; S. 3233 (Jackson-Magnuson), fruits; S. 3318 (Morse), berries.

Migrant labor—The Senate Subcommittee on Migratory Labor, on June 24, approved a committee print embodying amended versions of S. 1778 and S. 2498, bills to require federal licensing of crew leaders. S. 1085 (minimum wage) and S. 2141 (child labor) are pending before the subcommittee. The Senate Subcommittee on Education, on June 24, approved S. 2864 and S. 2865, with amendments, to provide funds for the education of migrant farm workers and their children. Similar migrant education bills are pending before two subcommittees of the House Committee on Education and Labor.

Poultry marketing—S. 2516 and similar bills to promote orderly marketing are pending before a Senate Agriculture Subcommittee which held hearings Feb. 25-26.

Pre-merger notification—H.R. 9896 and S. 442, to amend the Clayton Act to provide for prior notification and suspension of certain mergers and acquisitions, are pending before the House Judiciary Committee. H.R. 2325 is pending before the House Antitrust Subcommittee.

Price-increase hearings—H.R. 6263, to authorize the Government to hold public hearings on price or wage increases, prospective or actual, which appear to threaten national economic stability, has been reported by the House Government Operations Committee. S. 2382, with amendments, was approved on June 29 by a subcommittee of the Senate Banking and Currency Committee. The House Rules Committee held a hearing on H.R. 6263 on April 26 but took no final action.

Price-increase notification—S. 215, to require certain corporations to file advance notice of proposed price increases, is pending before the Senate Antitrust and Monopoly Subcommittee. (N.C.A. has filed a statement opposing S. 215.) H.R. 4934 is pending before the House Judiciary Committee.

Wage-hour—S. 3758 (Kennedy), reported to the Senate on June 27, would reduce fruit and vegetable canners' overtime exemptions from 28 to 20 weeks H.R. 12677 (Roosevelt) was passed by the House, with amendments, on June 30. Neither bill would affect fish canners' unlimited exemption from overtime.

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